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ABSTRACT

This book is a guide to seeking and obtaining funding for research from corporate industry sources. The process outlined in the book can be used by researchers of any discipline in any type of research institution. Part 1 discusses the key to getting industrial support, developing good interpersonal relationships with people in companies. Part 2 provides information about the corporate environment and how to use this information in approaching a company for funding. It also covers reasons that companies support university research, criteria for selecting a company to approach, the industrial research environment, and corporate politics. Part 4 details the basics of developing supportive, collegial relationships with people in companies. Advice is given on finding corporate contacts, making a first contact, visiting companies, and making a deal. Part 4 outlines some successful institutional approaches for both investigators and administrators. Ways to organize university-industry programs, effective research public relations and an industry relations service for faculty are discussed. Part 5 addresses major ethical concerns that have been raised with regard to university-industry relations. A historical perspective on corporate funding and projections of future trends conclude the book. An appendix lists 22 corporate information sources. (Contains 161 references.) (PRW)

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